

**Money Cheerfully
Refunded
On Request.**

THE HOUSE OF FASHION
Bernard, Frances & Co.,
BROAD AND FIFTH STS.

**Alterations Made by
Expert Tailors and
are Positively
Guaranteed.**

To-day---Thursday---Stirring Events

Initial opening of the Newest and Most Up-to-Date House in Richmond devoted to the sale of Women's and Misses' Outer Wearing Apparel. The principal feature of this establishment will be the presentation of merchandise of genuine merit at unmatchable prices.

PERHAPS EVEN MORE IMPORTANT than the unmatchably low prices is the wonderful complete assortment of the new styles in Suits, Gowns, Millinery, Skirts, Petticoats and Waists that will be shown here---the most becoming and attractive collection ever shown anywhere. It is a flattering comment on the resourcefulness of our buyers, that at a season when styles are literally in the making they could assemble such a choice collection of models. We will not sacrifice quality for low pricing, but neither will we use high quality as an excuse for high pricing.

We Will Initiate Low Pricing.

Opening Special

Smart Tailored Suits

Made of Men's Wear Serge, Whipcords and Mixtures; peau de cygne lined.

\$15.95

Value \$24.50.

Opening Special

Tailored Suits

Very specially priced; collar and cuffs trimmed with moire, detachable pique reverses; satin lined.

\$9.95

Value \$15.95.

Opening Special

Exquisite Chiffon Messaline and Changeable Silk Dresses

In all the leading shades; collars and cuffs trimmed with macramel lace and soutache braid.

\$12.95

Value \$19.50.

Opening Special

We Specialize in \$5, \$7.50 and \$10 Hats

Authentic styles of all the famous modistes are represented.

Opening Special

One Thousand Messaline Petticoats

In all the prevailing shades, made with a deep flounce and accordion pleated at the very special price of

\$1.25

Value \$3.95.

Opening Special

Fifteen Hundred Lingerie Waists

Very prettily trimmed with laces and embroidery.

\$1.95

Values up to \$4.00.

Opening Special

New Tailored Skirts

In Panamas, Serges and Mixtures, plain and fancy trimmed. Prices range from

\$1.95 up.

Opening Special

Fancy Trimmed Suits

Made of Men's Wear Whipcords and fancies; collars and cuffs trimmed with macrame lace; guaranteed satin lined.

\$18.95

Value \$26.50.

Opening Special

New Spring Tailored Suits

Made of English Tweed, Mixtures, etc; collars and cuffs of tan broadcloth; high girdled skirts; satin lined.

\$12.95

Value \$20.00.

Opening Special

Very Smart Street Dresses

In the predominating shades; exact copies of much higher priced dresses; all sizes.

\$9.95

Value \$16.50

Opening Special

Extra Special

A choice and distinctive collection of dress and tailored Hats; very exceptionally priced.

\$2.95

Value \$5.00.